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POINTERS FOR Butter-makers AND Creamerymen

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CANADA,

A Great Dairying and Butter-producing Country.

Wells, Richardson & Co.'s "Improved Butter Color" Adds to the Success of Butter-making.

Letters from Prominent Butter-makers Prove that "Improved Butter Color" is the Best in the World.

Dairy statistics in Canada show that butter-making is a most important industry; and few, if any, pay as well. Butter-making either pays large profits to those engaged in the work, or, as is sometimes the case, it becomes the medium of serious financial loss and trouble.

Good butter can only be made by those who thoroughly understand the art. Many details must be considered, which have much to do with the success of the article, and the production of a gilt-edge quality that will fascinate the eye and tickle the palate of the connoisseur and critic.

Amongst the most important details are color, shade, tone and taste. To-day, white or lard-colored butter has no value; it is an abomination. On the other hand, the bricky and over-colored butter is repulsive to the eye, and meets with even more condemnation than the white butter, as there is reason to fear bad taste and rancidity.

The butter now in urgent demand is of A1 quality, and of that golden tone or tint, such as is naturally produced when cows are fed on June grass. This class of butter is wanted all the year round; and butter buyers know well that the supply is not equal to the demand. The demands of the market will allow of an immense increase in butter-making; but the butter produced must be of the finest grade, and suited for best family use, as well as for exportation.

To produce butter all the year round of a desirable and delicate June tint, it is necessary, at some seasons, to resort to artificial coloring. When this is done, care must be taken that the coloring used is perfect in purity, strength and shading power; it must be tasteless, and of such fine chemical combination that it will not turn rancid, or change in color or shade.

These rare and necessary qualities (happily for the butter-maker) are all found in Wells, Richardson & Co.'s "Improved Butter Color." This firm has made a grand success in the manufacture of this much-needed dairying requisite; and butter-makers who have used the "Improved Butter Color" have invariably taken first prizes at all exhibitions and fairs.

The manufacturers of "Improved Butter Color" would call attention to the following letters written by some of the best dairymen and butter-makers in Canada, who are now using this most valuable of all butter colors. Some of these butter-makers have had experiences with other butter colors, but have discarded them for the great and reliable "Improved Butter Color" produced by Wells, Richardson & Co. The letters are full of interest, and should guide those who are anxious to excel in a great and growing industry.

HON. S. A. FISHER, Minister of Agriculture.

He Uses Wells, Richardson & Co.'s "Improved Butter Color" in the Dairy Department of His Alva Farm.

Some time ago the present Minister of Agriculture, Hon. S. A. Fisher, contributed an important letter which establishes the value and superiority of Wells, Richardson & Co.'s "Improved Butter Color."

The honorable gentleman's practical knowledge of butter-making well qualifies him to act as a critic and judge; and in every dairying centre his opinions are valued and appreciated. He has had occasion to test the various makes and brands of butter colors that are on the market, and, after careful testing and observation, has come to the conclusion that the popular "Improved Butter Color" manufactured by Wells, Richardson & Co. is what should be used by all good butter-makers in Canada. He says:

"Having been induced by your public spirit in offering prizes at the Montreal Exhibition, in the Dairy Department, to try your Butter Color, I may say that I have been using it all winter, and I am glad to report that we are highly pleased with it in every way. As my Guernsey cows do most of the coloring of our own butter themselves, even in winter, we do not use much artificial color, but with yours we find the most thoroughly natural color, and the finest butter flavor fully retained.

"If such an opinion will aid you in your business you are quite at liberty to use it."

HON. M. H. COCHRANE, Proprietor of Hillhurst Farm.

He Says that Wells, Richardson & Co.'s "Improved Butter Color" Gives the True June Shade.

Hillhurst Farm, acquired in 1864 by the Hon. M. H. Cochrane, has now a continental reputation. The superior butter made at Hillhurst Farm is noted for its fine quality and rich natural color. This extensive and well-known dairy is now using Wells, Richardson & Co.'s "Improved Butter Color." The following letter shows how "Improved Butter Color" is appreciated at Hillhurst;

"Yours of 5th inst. duly received, also the can of "Improved Butter Color," for which please accept thanks. In reply, would say we have used your "Improved Butter Color" during the past winter and are much pleased with it, the color of the butter being precisely the same as that made in June."

R. H. POPE, Esq., M.P.

HIS DAIRY MANAGER SPEAKS.

R. H. Pope, Esq., M.P., Cookshire, Que., is the owner of one of the finest dairy farms in the Dominion, which is under the efficient management of Mr. Hurd, who turns out a quality of butter fit for a royal table. Wells, Richardson & Co.'s "Improved Butter Color" is always used in this model dairy; no other color would be tolerated, as the following letter shows:

"This is to certify that I have used Wells, Richardson & Co.'s "Improved Butter Color" for the past two years, and find it to be the best in the market. I find that it gives a finer and more natural color to the butter than any other I ever used."

F. A. HURD, Manager for R. H. Pope, Esq., M.P.

Star Creamery.

Eleven years experience with Wells, Richardson & Co.'s "Improved Butter Color" has brought forth the following opinion from Messrs. N. Beaudin & Son, of Russeltown, P.Q., who are extensive butter-makers:

"We have been using Wells, Richardson & Co.'s "Improved Butter Color" for eleven years, and we always found it a success. It will not color the buttermilk; this is a result we could not get from other makes of butter color that we have tried."

N. BEAUDIN & SON, Russeltown, P.Q.

Maple Leaf Creamery.

Mr. J. A. Hayes, proprietor of the Maple Leaf Creamery, at Sheffington, P.Q., is known as a practical butter-maker: he thoroughly understands every point in connection with butter-making, and is an acknowledged authority in the Province of Quebec. He writes as follows regarding Wells. Richardson & Co.'s "Improved Butter Color":

"In reply to yours, asking my opinion of your "Improved Butter Color," I can say that I believe it to be the best color in the market.

"While attending the Burlington, Vt., Butter School I saw practical tests of your color in comparison with other kinds, and yours would keep its color while the others would fade.

"I would strongly recommend all creamerymen, as well as dairymen, to use no other kind but yours."

J. AUGUSTUS HAYES, Sheffington, P.Q.

Rockhurst Stock and Dairy Farm.

This famed stock and dairy farm, so favorably known all over the Dominion, uses Wells, Richardson & Co.'s "Improved Butter Color" from year to year with entire satisfaction. The proprietor, Mr. George O. Glass, writes as follows:

"Having used your Butter Color in my dairy for several years, I have no hesitation in recommending it to all dairymen as the best; and find that with its aid I can make butter in mid-winter to appear as well as if made on June grass."

GEO. O. GLASS, Sweetsburg, P.Q.

Argyll Farm.

The Argyll Farm Dairy, over which Mr. James McLaughlin presides, has all the appointments necessary for a successful dairying business. Wells, Richardson & Co.'s "Improved Butter Color" is used now in preference to all others. Mr. McLaughlin writes as follows:

"In answer to your inquiry, I beg to say that I have used your Butter Color in my dairy, and have found it far superior to any other color I ever used, and can recommend it to any one who wishes to make first-class butter."

JAS. McLAUGHLIN, West Bolton, P.Q.

MR. C. E. BETTS.

Head Butter-maker

FOR THE

Renfrew Creamery Co.

The Winner of Gold Medal says that "Improved Butter Color" is the Best in the World.

WELLS & RICHARDSON CO., Montreal, P.Q.

GENTLEMEN:—I used the best Butter Color in the world—Wells, Richardson & Co.'s "Improved Butter Color"—to color my butter that won the Gold Medal and First Prize at the Ottawa Exposition.

Yours truly,

C. E. BETTS.

This valuable and artistic

GOLD MEDAL

was awarded to

C. E. Betts,

Renfrew, Ont.,

for the

BEST BUTTER

exhibited at

Ottawa Fair,

1895.

This prize butter was colored with

Wells, Richardson & Co.'s
"Improved Butter Color,"

the Butter Color so universally used by all Prize Butter-makers in the Dominion.

. . SEE THAT YOU GET OUR . .

"IMPROVED BUTTER COLOR"

That has No MUD or SEDIMENT.

Why is it that more of Wells, Richardson & Co.'s "Improved Butter Color" is sold than of all other makes combined?

Try it in one churning, and you will see why the majority of Butter Makers insist upon using "the kind that has no mud." It is absolutely free from sediment; does the most coloring for the least money, and gives the beautiful natural color of June Butter.

WELLS & RICHARDSON CO., MONTREAL, P.Q.

WHAT IS SAID BY ONE OF THE LARGEST DAIRY AND CREAMERY SUPPLY HOUSES IN CANADA.

BROCKVILLE, ONT., July 30th, 1895.

WELLS & RICHARDSON CO., *Montreal.*

GENTLEMEN:

"We have great pleasure in testifying to the excellence of your 'Improved Butter Color.' It is giving good satisfaction everywhere, and we can confidently recommend it."

Yours respectfully,

D. DERBYSHIRE & CO.

BUTTER MAKERS BELIEVE IN IT.

Wells, Richardson & Co.'s "Improved Butter Color" Used in Four out of Every Five Creameries.

"THE KIND THAT HAS NO MUD." USED IN PRIZE BUTTER EVERYWHERE.

Strongest, Purest and Brightest of all Colors, It Stands To-day Without an Equal in the World.

Facts and figures from the Conventions held the past year, show that Wells, Richardson & Co.'s "Improved Butter Color" is now used in four-fifths of the colored Butter made in Canada and the United States.

Why?

Butter Makers appreciate a good thing, and as soon as the merits of this "Improved Butter Color" was brought to their notice, they saw its great superiority and adopted it as the standard.

It is as clear as crystal, and contains no MUD.

Butter colored with it will not fade.

Careful comparative tests prove it the strongest color made.

It is always of the same uniform shade, and gives the true June color to Butter, at all seasons of the year.

See that your supply house ships you nothing else but Wells, Richardson & Co.'s "Improved Butter Color." For to make Good Butter this Color is absolutely necessary.

HERE IS PROOF!

Eighty-five to Ninety per cent of Prizes Always go to Butter Makers who Use Wells, Richardson & Co.'s "Improved Butter Color."

At the Paris, Columbian and Californian Midwinter Expositions, Butter-makers who used Wells, Richardson & Co.'s "Improved Butter Color," led the world, taking 85 to 90 per cent of all prizes.

At all Canadian Expositions, Fairs and Dairy Conventions, the vast majority of first prizes are always captured by Butter-makers who use Wells, Richardson & Co.'s "Improved Butter Color."

MERIT REWARDED!

Wells, Richardson & Co.'s "Improved Butter Color" received the highest awards of Medal and Diploma, at the World's Fair, and was exclusively used in the Working Dairy from day to day.

Wells, Richardson & Co.'s "Improved Butter Color," received the highest awards of Gold Medal and Diploma at the California Midwinter Exposition.

In Canada, Wells, Richardson & Co.'s "Improved Butter Color" is now used in the Dairies of the Canadian Government's Experimental Farms, because it is the only Coloring that gives entire satisfaction.

BEST IN THE WORLD!

The Only Make on which Butter Makers Can Depend.

OTHER COLORS ARE MERELY POOR IMITATIONS.

Wells, Richardson & Co.'s "Improved Butter Color" is made by special processes, and is the only perfectly pure coloring on the market.

It never gives taste or smell to the Butter; it never becomes rancid; it does not color the buttermilk; it never fades out of the Butter; it gives that rich yellow tint, so that no one can tell the difference between June Butter and Butter to which a few drops of the Color have been added; and lastly, it is not injured by freezing, and is the only make of Butter Color that has NO MUD—every drop is pure and clear.

Wells, Richardson & Co.'s "Improved Butter Color" is sold under a positive guarantee of greater strength than all other colors, and if it does not prove its superiority, we will refund the cost.

"Subjected to the Most Trying Tests Ever Known."

NO OTHER BUTTER COLOR IN THE WORLD CAN DO THE SAME WORK.

"We have used Wells, Richardson & Co.'s 'Improved Butter Color' exclusively the past year, and we consider its excellence unparalleled.

"The fact that we made in June and then put on exhibition in the Dairy Building the large case of dry granulated butter, which remained on exhibition during all the five succeeding months, up to the close of the World's Fair, subjected to the most trying tests ever known, and still retain all its bright, rich June color, was a grand revelation to us in the non-fading qualities of your 'Improved Butter Color.'"

SOUTH PLATTE CREAMERIES,
W. A. CARPENTER, *Vice-President and Manager.*

A CLEAR PROOF OF SUPERIORITY AND POPULARITY.

"We are selling Wells, Richardson & Co.'s 'Improved Butter Color' almost exclusively, as the demand for this color is at least twenty times greater than for all other brands combined. We shall endeavor to increase our sales in this line another season.

MOSELEY & STODDARD M'F'G CO, RUTLAND, VT.

ARE YOU MAKING BUTTER FOR MONEY?

Wells, Richardson & Co.'s "Improved Butter Color" does the most coloring for the least money. It is, by far, the strongest made.

Always giving the natural June shade, the user receives several cents more per pound, for the product of his dairy.

Less money paid for Color and more money received for Butter, two results of the greatest importance to those who make Butter for money.

CAUTION TO BUTTER-MAKERS.

Our "Improved Butter Color" is so much stronger than other Colors that those using it for the first time are liable to over color; one teaspoonful will do as much coloring as two teaspoonfuls of other makes.

Do not allow your dealer to convince you that some other kind is just as good.

DO NOT BE MISLED

By Unscrupulous Dealers Who Try to Substitute Poor Imitations.

When Butter Color men offer to sell you another Color, saying it is just as good as Wells, Richardson & Co.'s "Improved," and a little cheaper in price, do not let them deceive you. If it is just as good they would not have to sell at lower prices.

The Creameryman who uses Wells, Richardson & Co.'s "Improved Butter Color" does not have to guess how much to use. He knows that the color is always uniform. If his butter goes into cold storage, he knows that it will come out the same rich June shade as when it left the Creamery. The Butter-maker whose product always commands top prices is the one who will have the best ingredients only, and is never deceived by cheap articles represented to be JUST AS GOOD.

PRICE LIST.

Sample Bottle,	1½	oz.,	to color	175	lbs.	$ .15
Small Size	4	"	"	500	"	.25
Medium Size,	10	"	"	1250	"	.50
Large Size,	24	"	"	2800	"	1.00

For sale by druggists and merchants generally. If they do not have it, write and ask us "how to get it."

WELLS & RICHARDSON CO., MONTREAL, P.Q.

Windsor Salt

Purest and Best.
For Dairy, Table and General Use.